

Message Text

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PAGE 01 TUNIS 07635 221355Z

42

ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 AGR-10 USIA-15 AID-05 /048 W
----- 125221

R 221337Z DEC 75

FM AMEMBASSY TUNIS

TO SECSTATE WASHDC 1143

AMEMBASSY RABAT

INFO AMEMBASSY ALGIERS

UNCLAS TUNIS 7635

DEPT PASS COMMERCE

E.O.: 11652: N/A

TAGS: BEXP, TS

SUBJ: TECHNICAL SALES SEMINAR: SEMI ARID LAND DEVELOPMENT
AND AGWA FOOD

REF : RABAT 6027 AND PREVIOUS

1. PAST EXPERIENCE WITH TSS DOES NOT INDICATE NEED FOR PUBLIC DISPLAYS TO GENERATE INTEREST. WE BELIEVE THIS TYPE OF PROMOTION SHOULD FOCUS ON SEMINAR TEAM AND TECHNICAL LEVEL AND QUALITY OF PROGRAM. PARTICIPATING COMPANIES HAVE RIGHT NOT TO HAVE THEIR PRESENCE DILUTED BY DISPLAY OF POSSIBLE COMPETITORS.

2. IN THIS LIGHT, WE DO NOT BELIEVE BENEFITS WOULD JUSTIFY EXPENSES OF TRANSPORTING AND MOUNTING AGWA DISPLAY. IN VIEW PROBABLE PROFESSIONAL INTEREST BY TUNISIAN INVITEES, WE BELIEVE USDOC SHOULD DIRECT FINANCING TO ASSURE PROFESSIONAL CONFERENCE INTERPRETERS AND EQUIPMENT FOR ENTIRE SEMINAR SWING. EXPERIMENT WITH LOCAL INTERPRETERS FOR TELECOMMUNICATIONS TSS WAS NOT SUCCESSFUL IN OUR OPINION DUE: A) PROFESSIONAL RULES AND CUSTOMS GOVERNING CONFERENCE INTERPRETERS, B) ATTEMPT TO USE SINGLE PROFESSIONAL INTERPRETER AND C) INADEQUATE EQUIPMENT. COMMUNICATION IN FRENCH SPEAKING COUNTRY IS HEART OF TSS PROGRAM AND CANNOT OCCUR WITHOUT BEST AVAILABLE INTERPRETING SERVICES.

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Disposition Approved on Date:
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Disposition Event:
Disposition History: n/a
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